



Yeovil Town Supporters Society Ltd (Glovers Trust)

Minutes of meeting, 26th April 2017

The 94 Club, Yeovil

Present

Brendon Owen (BO)

Joe Fischer (JF)

Hugh Male (HM)

Dean Mountain (Minutes)

Simon Brimble (SBr)

Olly Jennings (OJ)

Catherine Reed (CR)

Stuart Burrell (SB)

Rod Jones (RJ)

Andy Richardson (AR)

Apologies

Adam Forster (AF)

Minutes of previous meeting and Matters arising

The Minutes for the meeting held 29th March 2017 were agreed as an accurate record.

SBr has spoken to a contact about hiring a coach, at a cost of £200, to provide subsidised transport to the upcoming YTFC Ladies game in Taunton. It was suggested that the Glovers Trust could cover the cost.

Action: Board members on the YTFC Ladies sub-committee to meet to discuss further partnership ideas.

Correspondence

BO passed two letters received from HMRC regarding the Trust to the Treasurer.

BO shared a letter received from a Glovers Trust member regarding the possibility of purchasing shares in the YTFC holding company at some point in the future.

Action: BO to circulate copies of the letter to Board members for consideration and further discussion at the next meeting.

Finance

The current balance of the Glovers Trust bank account is £5,565.35, with invoices totalling £452 to be paid in the next few days. Income of £97 was generated through the Easter raffle, and the Board expressed their thanks to CR for donating the prizes.

SBr will meet with Richard Williams shortly to finalise the accounts prior to the Audit.

Feedback from the Glovers Trust Open meeting held 20th April

The Board felt the open meeting had gone well, with good suggestions and feedback received from the members present. It had been useful to meet people face-to-face, and hopefully may encourage more members to get involved.

A number of suggestions were received around communications methods, and SB is going to meet with one of the members to see how they might help. OJ is able to assist with developing the use of Twitter, and consideration will be given to how Trust information can be summarised.

It was agreed that the Trust should try and hold similar meetings on a quarterly basis.

Response to YTFC letter

A response has been received from YTFC regarding the financial questions put by the Trust. Board members were disappointed with the tone of the letter, particularly the inference that Trust members were not loyal supporters. The Board felt that the reply did not fully answer the questions asked, and agreed that a follow up letter will be required. Board members expressed thanks to Ciderspace for the analysis of the reply, and have been encouraged by the response of fans on social media.

It was agreed that Trust members should be consulted prior to a reply being sent to YTFC. Trust members without e-mail will be contacted via post. Once a draft response is prepared the Trust will consult with the same contacts as the first letter for specialist advice – the Board acknowledge that it is vital that we have the facts correct.

Action: SB to send an initial acknowledgment letter to YTFC

Action: SB to email/BO to post to Trust members for comments

Action: SB to follow up the reply and response with the Western Gazette

Action: Board members to formulate response, incorporating relevant comments, with the aim of replying in two weeks

Flyers

OJ suggested the Trust produce flyers to distribute at the final home game to encourage supporters to sign up, particularly aiming at those not renewing their season tickets. After discussion it was agreed that the short timescales would make this very difficult, and may distract from the ongoing financial correspondence with the club.

Membership renewals

The Board discussed the Trust membership fee for next year. It was felt that the £10 charge is still about right, with the research regarding fees done at the Trust's inception still relevant. A vote was held and all 9 Board members present agreed to keep the charge at £10 next year.

A discussion was held over whether to use plastic or card membership cards.

Action: SBr to get a quote to produce 500 new plastic membership cards.

It was suggested that the Trust produce an end of season newsletter for members outlining achievements and reasons for joining, including input from Supporters Direct.

Any Other Business

The Board discussed a 'plan B' should we be unable to use the tent prior to home games in the future. It was agreed that the Arrow had been very accommodating and could be a potential base for the Trust on match days if necessary. SBr also discussed the possibility of using Westland Leisure Centre or other venue prior to home game.

JF has signed up a new corporate member (Reed & Co), with two more possible members to follow on.

The Board discussed running a stall at the Yeovil Show again this year, but it was felt resources could be used better to reach a more relevant audience. RJ identified a weekend of local football finals as a possible marketing opportunity.

Action: RJ to provide more details at the next meeting

HM suggested the Trust needed to develop a positive relationship with the local Council.

Action: BO to make contact

AR has made contact with the Green and White Supporters Club and the new Supporters Liaison Director with a view to meeting Board members in the future – it was agreed such meetings should be discussed by the Board first. SB suggested discussing the terms of the Supporters Alliance with the new Director.

Action: SB to contact the new Director

BO asked Board members to consider whether they want to stand again at the next AGM prior to the next meeting.

Action: AF to prepare timescales for the next AGM

Date of next meeting: Thursday 25th May 2017, 7:30pm, The 94 Club